

5/28/96

NESA % CIV RETAIL MARKETING PLAN COVERAGE

BASED ON GEOGRAPHIC CIV - S.I.S. INDUSTRY VOLUME

1996 OBJECTIVE	PACK OUTLET					CARTON OUTLET				CIGARETTE OUTLET		
	58% TOTAL 46% LEVELS 2 & 3					AS IDENTIFIED				90% LEVELS 1 & 2		
	LEVEL 1	LEVEL 2	LEVEL 3	LEVELS 2 & 3	TOTAL	LEVEL 1	LEVEL 2	LEVEL 3	TOTAL	LEVEL 1	LEVEL 2	TOTAL
DEPT												
TOTAL U.S.	8.27	42.53	2.55	45.08	53.35	13.97	53.64	2.39	70.00	4.37	78.32	82.69
NESA	11.14	38.53	0.96	39.49	50.63	6.17	54.77	4.68	65.62	0.99	89.22	90.22
BOSTON	6.79	42.86	0.35	43.21	50.00	8.09	43.23	22.36	73.68	1.53	85.50	87.03
NEW YORK	16.33	24.92	1.13	26.05	42.38	0.25	22.61	7.70	30.56	8.12	67.76	75.88
PHILADELPHIA	10.55	29.95	0.80	30.75	41.30	3.41	40.12	5.98	49.51	0.00	88.61	88.61
BUFFALO	15.02	40.61	0.44	41.05	56.07	7.30	51.85	5.24	64.39	0.79	96.01	96.80
PITTSBURGH	11.77	49.25	2.07	51.32	63.09	3.97	66.94	1.32	72.23	0.30	89.94	90.24
CINCINNATI	6.27	45.85	0.77	46.62	52.89	9.66	63.53	0.74	73.93	0.17	81.86	82.03
SEGMENTS	CN,GS,PC,GK,SF,LQ,DG,TB,RB,OH					SM,MM,DT,SC,DD				CO,MC,CS,BI,RS		

BASED ON PAYPOINT CIV - S.I.S. INDUSTRY VOLUME

1996 OBJECTIVE	PACK OUTLET					CARTON OUTLET				CIGARETTE OUTLET		
	58% TOTAL 46% LEVELS 2 & 3					AS IDENTIFIED				90% LEVELS 1 & 2		
	LEVEL 1	LEVEL 2	LEVEL 3	LEVELS 2 & 3	TOTAL	LEVEL 1	LEVEL 2	LEVEL 3	TOTAL	LEVEL 1	LEVEL 2	TOTAL
DEPT												
TOTAL U.S.	8.27	42.53	2.55	45.08	53.35	13.97	53.64	2.39	70.00	4.37	78.32	82.69
NESA	11.48	39.79	0.75	40.54	52.02	0.61	58.77	5.07	64.45	1.00	89.17	90.17
BOSTON	5.05	43.53	0.25	43.78	48.83	0.16	40.87	27.25	68.28	1.52	85.21	86.73
NEW YORK	14.86	28.60	0.45	39.82	43.91	0.30	16.95	6.27	23.52	8.02	68.16	76.18
PHILADELPHIA	7.62	32.13	1.65	33.78	41.40	0.86	39.41	1.93	42.21	0.00	88.53	88.53
BUFFALO	12.87	38.38	0.38	38.76	51.63	1.91	67.40	0.00	69.31	0.79	96.00	96.79
PITTSBURGH	26.02	36.99	1.67	38.66	64.68	1.01	72.84	1.19	75.04	0.31	89.76	90.07
CINCINNATI	2.21	55.01	0.01	55.02	57.23	0.03	72.26	0.80	73.09	0.17	81.48	81.65
SEGMENTS	CN,GS,PC,GK,SF,LQ,DG,TB,RB,OH					SM,MM,DT,SC,DD				CO,MC,CS,BI,RS		

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NESA CIV Analysis
Low Volume Analysis

Pack Outlet - Paypoint Current
Volume 0 - 99 Cartons per Week

	0 - 75	76 - 99	Total 0 - 99
Boston			
# of Accounts Contracted	200	374	574
Chains	126	225	351
Independents	74	149	223
NY Metro			
# of Accounts Contracted	387	435	822
Chains	101	57	158
Independents	286	378	664
Philadelphia			
# of Accounts Contracted	213	174	387
Chains	89	79	168
Independents	124	95	219
Buffalo			
# of Accounts Contracted	348	299	647
Chains	277	202	479
Independents	71	97	168
Pittsburgh			
# of Accounts Contracted	1046	942	1988
Chains	978	854	1832
Independents	68	88	156
Cincinnati			
# of Accounts Contracted	177	204	381
Chains	128	133	261
Independents	49	71	120
NESA			
# of Accounts Contracted	2371	2428	4799
Chains	1699	1550	3249
Independents	672	878	1550

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NESA
LOW VOLUME ACTION PLAN
PACK OUTLETS

ACTION PLAN

Region

Boston:

- 60+ % of total are chain stores (206 Cumberland Farms). Will maintain contracts in lower volume chain stores to secure presence in all stores for RJR.
- Independents - reviewing 1995 contracts (20) to be eliminated/evaluate remainder (203) being reviewed, however, most are RA contracts in high visibility Inner City areas or resort outlets, i.e. Cape Cod where volume triples during summer months. 73 of the 223 will be canceled. Will keep 150.

New York Metro:

- Low volume calls account for 43% of Pack Outlet CIV
- 86% of low volume contracts are MC and in place where retailers continue to work with us to build our distribution and presence.
- Will continue to build distribution and presence in high opportunity lower volume accounts.

Philadelphia:

- All divisions provided list of independent accounts 0-99 volume. Volume is being verified and plans eliminated that are not justified.
- Monthly review with DM's - with RBM and RSM to determine whether LV contracts are viable.
- 98 Calls Inner City RA calls will remain in place to compete against Kool and Newport . 42 MC contracts will remain to interact with competition.
- Plan to expand RA and MC contracts to compete/offset the WAWA Defense Program.

Buffalo:

- 0-75 All independent being eliminated; 0-75 chains also being cut where appropriate.
- 76-99 - Doral low volume business building contract being utilized in selected locations if beneficial to RJR.
- Region presently has 65 RA contracts in 76-99 CPW independent calls. These are being selectively sold to gain exposure in metro, low RJR SOM locations, and calls whose volume has been beaten down by Indian Reservations anticipate an increase in RA contracts not to exceed 125 accounts total.
- Indian Reservations - uncertainty about there existence after July 1, (251 accounts) 75-99 will be kept until NY State decision on tax proposal. Accounts could increase significantly if state is successful.
- Region status will be evaluated mid June.

Pittsburgh:

- 4/10 - List of independents 0-75 forward to all divisions to be canceled.
- 76-99 to be evaluated and non profitable plans deleted. 2Q96
- Rite Aid & Revco stores <100 CPW on Retail Assist Contract - 1,400 stores
- Chains - chain averaged and volume grouped, i.e. some higher volume stores will be paid at lower rate to justify covering all stores with a contract.

Cincinnati:

- All divisions provided list of independent accounts with 0-99 volume. Volume is being verified and plans eliminated that are not justified.
- 58 Inner City Retail Assist contract will remain in place to compete against Kool and Newport Inner City Programs.
- All chains with low volume stores are due to chain averaging and will remain in effect.

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NESA CIV Analysis
Low Volume Analysis

Carton Outlet - Paypoint Current
Volume 0 - 200 Cartons per Week

	0 - 100	101 - 200	Total 0 - 200
Boston			
# of Accounts Contracted	40	140	180
Chains	34	120	154
Independents	6	20	26
NY Metro			
# of Accounts Contracted	1	25	26
Chains	0	23	23
Independents	1	2	3
Philidelphia			
# of Accounts Contracted	31	104	135
Chains	25	68	93
Independents	6	36	42
Buffalo			
# of Accounts Contracted	54	129	183
Chains	47	103	150
Independents	7	26	33
Pittsburgh			
# of Accounts Contracted	68	117	185
Chains	59	79	138
Independents	9	38	47
Cincinnati			
# of Accounts Contracted	45	142	187
Chains	45	114	159
Independents	0	28	28
NESA			
# of Accounts Contracted	239	657	896
Chains	210	507	717
Independents	29	150	179

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NESA
LOW VOLUME ACTION PLAN SUMMARY
CARTON OUTLETS

ACTION PLAN

Region

Boston:

Chains:

- Identified significant problems in reporting. Retail representatives updating SIS with inaccurate AIM volume. Situation is being corrected.
- Systems problem with SIS picking up DQ designation 21 Star Markets - no contract

Independents:

- CIV reports indicates 26 accounts, however, an SIS search identifies only 8 - 4 of which are Carton Retail Assist the other 4 are IGA's with NSS. These contracts will be maintained.
- Low volume universe expanding due to legislated NSS. As identified, situations are being addressed.
- Instituted region contract review initiative to evaluate value of all contracts.

NY Metro:

- All independent contracts under 200 will be evaluated and canceled.
- Pharmhouse - 9 of 21 stores in 101-200 CPW will be addressed when contracts are resigned.
- Remainder of low volume chain stores will be maintained to preserve presence in the chain.

Philadelphia:

- Review SIS volume versus AIM/chain information - correct where appropriate and eliminate non-volume qualifying accounts.
- Review carton outlet classification and adjust to package contract where appropriate.
- Independents under 100 CPW will be considered for removal from a contracted plan.

Buffalo:

- All carton contracts 0-100 currently being eliminated (chain & independents).
- 101-200 - 50% to be eliminated (90 accounts).
- Remaining 50% to stay in place until decision from NY State on Reservation tax.
- Region contract status to be evaluated mid June.

Pittsburgh:

- All independents with <225 will be deleted - end of 2Q96.
- Chain accounts are due to chain averaging and will be maintained.

Cincinnati:

- Will keep all independents (28) on contract - due to presence and promotional capability at a cost effective rate.
- All low volume in chains are due to chain averaging and will also remain in effect.

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NESA CIV Analysis

% CIV Projections

Pack Outlet - Paypoint

	(as of 5/1)			
	<u>Current</u>	<u>CIV</u>	<u>Accounts</u>	
Boston				
Region Total Pack		1437761	13983	
Total 100+ CPW		1046094	5516	
Total Contracted 100+ CPW		621846	3243	58.79%
Total Projected Contract	48.00%	720317		50.10%
NY Metro				
Region Total Pack		1722484	21100	
Total 100+ CPW		988501	4924	
Total Contracted 100+ CPW		677196	3052	61.98%
Total Projected Contract	43.04%	757893		44.00%
Philadelphia				
Region Total Pack		1599338	15483	
Total 100+ CPW		1178043	4812	
Total Contracted 100+ CPW		620802	2755	57.25%
Total Projected Contract	40.20%	642933		40.20%
Buffalo				
Region Total Pack		1025762	12225	
Total 100+ CPW		674880	3529	
Total Contracted 100+ CPW		478749	2458	69.65%
Total Projected Contract	50.00%	527049		51.38%
Pittsburgh				
Region Total Pack		1917871	19232	
Total 100+ CPW		1408530	6578	
Total Contracted 100+ CPW		1123462	5043	76.66%
Total Projected Contract	65.01%	1471007		76.70%
Cincinnati				
Region Total Pack		2188952	14487	
Total 100+ CPW		1881282	6993	
Total Contracted 100+ CPW		1217426	4059	58.04%
Total Projected Contract	56.52%	1346205		61.50%
NESA				
Region Total Pack		9892168	96510	
Total 100+ CPW		7177330	32352	
Total Contracted 100+ CPW		3522095	20610	63.71%
Total Projected Contract	51.48%	5465404		55.25%

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% CIV PROJECTION SUMMARY - PACK

<u>REGION</u>	<u>PROBABILITY</u>
<u>Boston</u>	
Current - 48%	
Projected - 50.10%	
<ul style="list-style-type: none"> • Could be negatively affected if Power Buyers headquarters convinces dealers to terminate our contract. • Suppressed CIV % due to paypoint responsibility on CVS, Walgreens, Brooks all of which are PM exclusive. • Walgreens (4) districts with paypoint <ul style="list-style-type: none"> - Contingent upon headquarter level 1 proposal 	60%
	60%
<u>NY Metro</u>	
<ul style="list-style-type: none"> • Current - 42% • Projected - 44.0% • Penetrate accounts over 100 CPW to a deeper level currently 62% of pack outlets per 100 CPW are contracts. Accounts have been targeted and lists provided to divisions. Territory reps. evaluating additional MC placements. Should be complete by end of June. 	75%
<u>Philadelphia</u>	
Maintain current universe:	90%
<ul style="list-style-type: none"> • 40.2% CIV under contract WAWA (17%) of region CIV does not look like it will be obtained this year. <ul style="list-style-type: none"> - Star Enterprises - National Account will go with headquarter - Heritage Dairy - Presentation pending - Uncle Willis - Presentation pending 	40%
	40%
	40%
<u>Buffalo</u>	
Current - 50%	
Projected - 51.38%	75%
- Wilson Farms (Ahold) Level 2 - Approved @ Ahold Hdqt. 1.3% CIV	80%
- Orloski's - Level 1 Pending CIV % less than 1%	20%
- Byrne Dairy - Level 1 Pending CIV % less than 1%	20%
<u>Pittsburgh</u>	
<ul style="list-style-type: none"> • Gain 11+ % in CIV from 65.35% to 76.7% • Lyden • Glassmart • Go Go's • 50% of Independents sell out PM exclusivity 	75%
	90%
	100%
	20%
	75%
<u>Cincinnati</u>	
<ul style="list-style-type: none"> • Project 61.5% contracted CIV (Current is 56.9) • Will obtain projected CIV % by selling Village Pantry; Level 1 Jr. Foods; Level 1 & Johnson Oil; Level 1 • Plus 25% of Independent currently on PM exclusive (25,000 CPW) 	75%

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NESA CIV Analysis
% CIV Projections

Carton Outlet - Paypoint

	(as of 5/1)				
	Current	CIV		<u>Accounts</u>	
Boston					
Region Total Carton		360,030		1225	
Total 200+ CPW		290,332		548	
Total Contracted 200+ CPW		223,437	76.96%	421	76.82%
Total Projected Contract	68.83%	267,142	74.20%		
NY Metro					
Region Total Carton		281992		1109	
Total 200+ CPW		225485		499	
Total Contracted 200+ CPW		66502	29.49%	134	26.85%
Total Projected Contract	25.00%	129716	46.00%		
Philadelphia					
Region Total Carton		187661		1070	
Total 200+ CPW		129224		347	
Total Contracted 200+ CPW		83577	64.68%	222	63.98%
Total Projected Contract	42.21%	79212	42.21%		
Buffalo					
Region Total Carton		258145		1149	
Total 200+ CPW		195736		454	
Total Contracted 200+ CPW		155236	79.31%	343	75.55%
Total Projected Contract	69.10%	164697	63.80%		
Pittsburgh					
Region Total Carton		707803		1845	
Total 200+ CPW		658936		1265	
Total Contracted 200+ CPW		516016	78.31%	979	77.39%
Total Projected Contract	75.73%	538143	76.00%		
Cincinnati					
Region Total Carton		743924		1898	
Total 200+ CPW		692748		1383	
Total Contracted 200+ CPW		511436	73.83%	1009	72.96%
Total Projected Contract	72.18%	587700	79.00%		
NESA					
Region Total Carton		2,539,555		8296	
Total 200+ CPW		2,192,461		4496	
Total Contracted 200+ CPW		1,556,204	70.98%	3108	69.13%
Total Projected Contract	65.80%	1,766,610	69.56%		

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**NESA - CIV % PROJECTIONS
CARTON SUMMARY**

<u>REGION</u>	<u>PROBABILITY</u>
<u>Boston</u>	
<ul style="list-style-type: none"> Current CIV % contracted 68.83% Projected 74.2% by obtaining Level 1 in DeMoulas - New Hampshire 5.4% - NH 5.6% - MASS 	50%
<u>NY Metro</u>	
<ul style="list-style-type: none"> Maintain current CIV penetration of 25% Pathmark still on table for Level 1 would increase CIV % coverage by 21% 	75%
<u>Philadelphia</u>	
Maintain current CIV penetration of 42.21%	90%
<u>Buffalo</u>	
Current CIV % penetration @ 69.1% projected to be 63.8% - Eliminating Chains 0-100 - CIV 4,206 CPW - Eliminating 50% Chains and 100% Independents 101-200 10,500 CPW - Eliminate Smith's Market 0-200 - 1,866 CPW	80%
<u>Pittsburgh</u>	
<ul style="list-style-type: none"> Maintain current CIV penetration of 75.73 Sign Ahold to a Level 2 contract will not effect paypoint CIV as each headquarter location will continue to be responsible for payment 	90% 100%
<u>Cincinnati</u>	
Obtain 79% CIV penetration current (72.9). Sign Marsh to Level 1 & 40% of Independents with PM exclusive to Level 1	75%

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NESA CIV Analysis

% CIV Projections

Cigarette Outlet - Paypoint

	(as of 5/1)			
	Current	CIV	Accounts	
Boston				
Region Total CO		82,462	81	
Total 500+ CPW		77,836	64	
Total Contracted 500+ CPW		71,054	58	90.63%
Total Projected Contract	86.16%	71,849		87.13%
NY Metro				
Region Total CO		56,919	39	
Total 500+ CPW		54,005	31	
Total Contracted 500+ CPW		31,747	22	70.97%
Total Projected Contract	71.32%	48,381		85.00%
Philadelphia				
Region Total CO		81,219	70	
Total 500+ CPW		74,035	70	
Total Contracted 500+ CPW		74,035	53	75.71%
Total Projected Contract	91.20%	74,074		91.20%
Buffalo				
Region Total CO		444,522	203	
Total 500+ CPW		437,028	167	
Total Contracted 500+ CPW		437,028	161	96.41%
Total Projected Contract	97.40%	432,964		97.40%
Pittsburgh				
Region Total CO		86,857	67	
Total 500+ CPW		78,423	59	
Total Contracted 500+ CPW		76,706	54	91.53%
Total Projected Contract	90.28%	83,522		96.16%
Cincinnati				
Region Total CO		195,460	214	
Total 500+ CPW		179,218	140	
Total Contracted 500+ CPW		143,331	111	79.29%
Total Projected Contract	78.60%	175,914		90.00%
NESA				
Region Total CO		947,439	674	
Total 500+ CPW		900,545	531	
Total Contracted 500+ CPW		833,901	459	86.44%
Total Projected Contract	89.85%	886,704		93.59%

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**NESA - CIV % PROJECTIONS
CIGARETTE OUTLET SUMMARY**

<u>REGION</u>	<u>PROBABILITY</u>
<u>Boston</u>	
<ul style="list-style-type: none"> Current 86.16% CIV penetration Project 87.13% by signing Reid's new Cigarette Outlet 	100%
<u>NY Metro</u>	
<ul style="list-style-type: none"> Current CIV penetration is 61% Projected is 85% <ul style="list-style-type: none"> - 24% CIV resides in 4 Indian Reservation stores - 13% - 3 PM exclusives & 2 that have not yet signed new our new contract 	100% 50%
<u>Philadelphia</u>	
<ul style="list-style-type: none"> Current 91.2% Projected 91.2% Maintain Contracted Universe 	90%
<u>Buffalo</u>	
<ul style="list-style-type: none"> Current CIV % contract 97.4% Projected 97.4% Maintain current universe 	90%
<u>Pittsburgh</u>	
<ul style="list-style-type: none"> Current CIV % contract 90.28% Projected 96.16% <ul style="list-style-type: none"> - Will sell 3 of 5 Independent Cigarette Outlet's where we currently do not have a contract 	70%
<u>Cincinnati</u>	
<ul style="list-style-type: none"> Current - 78.6% Projected - 90% <ul style="list-style-type: none"> - Welch's - 9,000 Cartons (CIV) - Melton's - 5,000 Cartons (CIV) 	50% 50% 20%

NESA CIV Analysis

Chain Status

Pack Outlet Chains - Paypoint

A Players

Boston	Total CIV:	389840	Total # Accounts:	2238
	Contracted CIV:	298435	Total # Accounts Contracted:	1739
		76.55%		77.70%
NY Metro	Total CIV:	151993	Total # Accounts:	797
	Contracted CIV:	136672	Total # Accounts Contracted:	632
		89.92%		79.30%
Philadelphia	Total CIV:	707719	Total # Accounts:	2967
	Contracted CIV:	303809	Total # Accounts Contracted:	1479
		42.93%		49.85%
Buffalo	Total CIV:	232132	Total # Accounts:	1669
	Contracted CIV:	163948	Total # Accounts Contracted:	1082
		70.63%		64.83%
Pittsburgh	Total CIV:	510413	Total # Accounts:	2720
	Contracted CIV:	440323	Total # Accounts Contracted:	2091
		86.27%		76.88%
Cincinnati	Total CIV:	1273074	Total # Accounts:	4608
	Contracted CIV:	887921	Total # Accounts Contracted:	2920
		69.75%		63.37%
NESA	Total CIV:	3265171	Total # Accounts:	14999
	Contracted CIV:	2231108	Total # Accounts Contracted:	9943
		68.33%		66.29%

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NESA CIV Analysis

Chain Status

Pack Outlet Chains - Paypoint

B Players

Boston	Total CIV:	41261	Total # Accounts:	257
	Contracted CIV:	8748	Total # Accounts Contracted:	59
		21.20%		22.96%
NY Metro	Total CIV:	22380	Total # Accounts:	266
	Contracted CIV:	0	Total # Accounts Contracted:	0
		0.00%		0.00%
Philadelphia	Total CIV:	28549	Total # Accounts:	173
	Contracted CIV:	10032	Total # Accounts Contracted:	60
		35.14%		34.68%
Buffalo	Total CIV:	54528	Total # Accounts:	447
	Contracted CIV:	40619	Total # Accounts Contracted:	238
		74.49%		53.24%
Pittsburgh	Total CIV:	619996	Total # Accounts:	5235
	Contracted CIV:	475068	Total # Accounts Contracted:	3237
		76.62%		61.83%
Cincinnati	Total CIV:	42977	Total # Accounts:	137
	Contracted CIV:	13337	Total # Accounts Contracted:	59
		31.03%		43.07%
NESA	Total CIV:	809691	Total # Accounts:	6515
	Contracted CIV:	547804	Total # Accounts Contracted:	3653
		67.66%		56.07%

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NESA CIV Analysis

Chain Status

Pack Outlet Chains - Paypoint

C Players

Boston	Total CIV:	9387	Total # Accounts:	93
	Contracted CIV:	120	Total # Accounts Contracted:	1
		1.28%		1.08%
NY Metro	Total CIV:	8125	Total # Accounts:	65
	Contracted CIV:	4503	Total # Accounts Contracted:	41
		55.42%		63.08%
Philadelphia	Total CIV:	0	Total # Accounts:	0
	Contracted CIV:	0	Total # Accounts Contracted:	0
		#DIV/0!		#DIV/0!
Buffalo	Total CIV:	9295	Total # Accounts:	82
	Contracted CIV:	5829	Total # Accounts Contracted:	40
		62.71%		48.78%
Pittsburgh	Total CIV:	9700	Total # Accounts:	89
	Contracted CIV:	644	Total # Accounts Contracted:	4
		6.64%		4.49%
Cincinnati	Total CIV:	18119	Total # Accounts:	104
	Contracted CIV:	7916	Total # Accounts Contracted:	55
		43.69%		52.88%
NESA	Total CIV:	54626	Total # Accounts:	433
	Contracted CIV:	19012	Total # Accounts Contracted:	141
		34.80%		32.56%

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NESA CIV Analysis**Chain Status****Pack Outlet Chains - Paypoint****D Players**

Boston	Total CIV:	177496	Total # Accounts:	1670
	Contracted CIV:	299	Total # Accounts Contracted:	3
		0.17%		0.18%
NY Metro	Total CIV:	22873	Total # Accounts:	569
	Contracted CIV:	566	Total # Accounts Contracted:	3
		2.47%		0.53%
Philadelphia	Total CIV:	5202	Total # Accounts:	43
	Contracted CIV:	1117	Total # Accounts Contracted:	2
		21.47%		4.65%
Buffalo	Total CIV:	15984	Total # Accounts:	198
	Contracted CIV:	2046	Total # Accounts Contracted:	22
		12.80%		11.11%
Pittsburgh	Total CIV:	49912	Total # Accounts:	509
	Contracted CIV:	0	Total # Accounts Contracted:	0
		0.00%		0.00%
Cincinnati	Total CIV:	34723	Total # Accounts:	178
	Contracted CIV:	427	Total # Accounts Contracted:	2
		1.23%		1.12%
NESA	Total CIV:	306190	Total # Accounts:	3167
	Contracted CIV:	4455	Total # Accounts Contracted:	32
		1.45%		1.01%

51853 1203

NESA CIV Analysis

Chain Status

Carton Outlet Chains - Paypoint

A Players

Boston	Total CIV:	210305	Total # Accounts:	470
	Contracted CIV:	197140	Total # Accounts Contracted:	409
		93.74%		87.02%
NY Metro	Total CIV:	105394	Total # Accounts:	235
	Contracted CIV:	45644	Total # Accounts Contracted:	92
		43.31%		39.15%
Philadelphia	Total CIV:	39828	Total # Accounts:	138
	Contracted CIV:	29406	Total # Accounts Contracted:	109
		73.83%		78.99%
Buffalo	Total CIV:	87655	Total # Accounts:	184
	Contracted CIV:	83331	Total # Accounts Contracted:	168
		95.07%		91.30%
Pittsburgh	Total CIV:	378612	Total # Accounts:	783
	Contracted CIV:	341029	Total # Accounts Contracted:	701
		90.07%		89.53%
Cincinnati	Total CIV:	364989	Total # Accounts:	738
	Contracted CIV:	331645	Total # Accounts Contracted:	659
		90.86%		89.30%
NESA	Total CIV:	1186783	Total # Accounts:	2548
	Contracted CIV:	1028195	Total # Accounts Contracted:	2138
		86.64%		83.91%

51853 1204

5/31/96

nechact

NESA CIV Analysis

Chain Status

Carton Outlet Chains - Paypoint

B Players

Boston	Total CIV:	63051	Total # Accounts:	162
	Contracted CIV:	22323	Total # Accounts Contracted:	99
		35.40%		61.11%
NY Metro	Total CIV:	6654	Total # Accounts:	20
	Contracted CIV:	210	Total # Accounts Contracted:	1
		3.16%		5.00%
Philadelphia	Total CIV:	63230	Total # Accounts:	215
	Contracted CIV:	43260	Total # Accounts Contracted:	152
		68.42%		70.70%
Buffalo	Total CIV:	46711	Total # Accounts:	201
	Contracted CIV:	36897	Total # Accounts Contracted:	141
		78.99%		70.15%
Pittsburgh	Total CIV:	66386	Total # Accounts:	135
	Contracted CIV:	38625	Total # Accounts Contracted:	76
		58.18%		56.30%
Cincinnati	Total CIV:	80054	Total # Accounts:	175
	Contracted CIV:	25164	Total # Accounts Contracted:	63
		31.43%		36.00%
NESA	Total CIV:	326086	Total # Accounts:	908
	Contracted CIV:	166479	Total # Accounts Contracted:	532
		51.05%		58.59%

51853 1205

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nechbot

NESA CIV Analysis

Chain Status

Carton Outlet Chains - Paypoint

C Players

Boston	Total CIV:	3732	Total # Accounts:	14
	Contracted CIV:	1376	Total # Accounts Contracted:	3
		36.87%		21.43%
NY Metro	Total CIV:	11820	Total # Accounts:	42
	Contracted CIV:	8314	Total # Accounts Contracted:	30
		70.34%		71.43%
Philadelphia	Total CIV:	0	Total # Accounts:	0
	Contracted CIV:	0	Total # Accounts Contracted:	0
		#DIV/0!		#DIV/0!
Buffalo	Total CIV:	0	Total # Accounts:	0
	Contracted CIV:	0	Total # Accounts Contracted:	0
		#DIV/0!		#DIV/0!
Pittsburgh	Total CIV:	0	Total # Accounts:	0
	Contracted CIV:	0	Total # Accounts Contracted:	0
		#DIV/0!		#DIV/0!
Cincinnati	Total CIV:	0	Total # Accounts:	0
	Contracted CIV:	0	Total # Accounts Contracted:	0
		#DIV/0!		#DIV/0!
NESA	Total CIV:	15552	Total # Accounts:	56
	Contracted CIV:	9690	Total # Accounts Contracted:	33
		62.31%		58.93%

51853 1206

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nechoct

NESA CIV Analysis

Chain Status

Carton Outlet Chains - Paypoint

D Players

Boston	Total CIV:	39519	Total # Accounts:	268
	Contracted CIV:	1063	Total # Accounts Contracted:	6
		2.69%		2.24%
NY Metro	Total CIV:	122658	Total # Accounts:	651
	Contracted CIV:	4233	Total # Accounts Contracted:	11
		3.45%		1.69%
Philadelphia	Total CIV:	631	Total # Accounts:	4
	Contracted CIV:	0	Total # Accounts Contracted:	0
		0.00%		0.00%
Buffalo	Total CIV:	49887	Total # Accounts:	287
	Contracted CIV:	25438	Total # Accounts Contracted:	116
		50.99%		40.42%
Pittsburgh	Total CIV:	0	Total # Accounts:	0
	Contracted CIV:	0	Total # Accounts Contracted:	0
		#DIV/0!		#DIV/0!
Cincinnati	Total CIV:	17503	Total # Accounts:	53
	Contracted CIV:	1336	Total # Accounts Contracted:	4
		7.63%		7.55%
NESA	Total CIV:	230198	Total # Accounts:	1263
	Contracted CIV:	32070	Total # Accounts Contracted:	137
		13.93%		10.85%

51853 1207

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NESA CIV Analysis

Chain Status

Cigarette Outlet Chains - Paypoint

A Players

Boston	Total CIV:	6492	Total # Accounts:	7
	Contracted CIV:	5692	Total # Accounts Contracted:	6
		87.68%		85.71%
NY Metro	Total CIV:	10228	Total # Accounts:	11
	Contracted CIV:	10228	Total # Accounts Contracted:	11
		100.00%		100.00%
Philadelphia	Total CIV:	1933	Total # Accounts:	4
	Contracted CIV:	1133	Total # Accounts Contracted:	2
		58.61%		50.00%
Buffalo	Total CIV:	81889	Total # Accounts:	20
	Contracted CIV:	81889	Total # Accounts Contracted:	20
		100.00%		100.00%
Pittsburgh	Total CIV:	4966	Total # Accounts:	4
	Contracted CIV:	4966	Total # Accounts Contracted:	4
		100.00%		100.00%
Cincinnati	Total CIV:	40827	Total # Accounts:	43
	Contracted CIV:	27502	Total # Accounts Contracted:	29
		67.36%		67.44%
NESA	Total CIV:	146335	Total # Accounts:	89
	Contracted CIV:	131410	Total # Accounts Contracted:	72
		89.80%		80.90%

8021 ES81S

5/31/96

nechaco

NESA CIV Analysis

Chain Status

Cigarette Outlet Chains - Paypoint B Players

Boston	Total CIV:	13504	Total # Accounts:	12
	Contracted CIV:	13504	Total # Accounts Contracted:	12
		100.00%		100.00%
NY Metro	Total CIV:	0	Total # Accounts:	0
	Contracted CIV:	0	Total # Accounts Contracted:	0
		0.00%		0.00%
Philadelphia	Total CIV:	0	Total # Accounts:	0
	Contracted CIV:	0	Total # Accounts Contracted:	0
		0.00%		0.00%
Buffalo	Total CIV:	0	Total # Accounts:	0
	Contracted CIV:	0	Total # Accounts Contracted:	0
		0.00%		0.00%
Pittsburgh	Total CIV:	0	Total # Accounts:	0
	Contracted CIV:	0	Total # Accounts Contracted:	0
		0.00%		0.00%
Cincinnati	Total CIV:	0	Total # Accounts:	0
	Contracted CIV:	0	Total # Accounts Contracted:	0
		0.00%		0.00%
NESA	Total CIV:	13504	Total # Accounts:	12
	Contracted CIV:	1	Total # Accounts Contracted:	1
		0.01%		8.33%

6021 33815

5/31/96

nechbco

NESA CIV Analysis

Chain Status

Cigarette Outlet Chains - Paypoint

C Players

Boston	Total CIV:	0	Total # Accounts:	0
	Contracted CIV:	0	Total # Accounts Contracted:	0
		0.00%		0.00%
NY Metro	Total CIV:	0	Total # Accounts:	0
	Contracted CIV:	0	Total # Accounts Contracted:	0
		0.00%		0.00%
Philadelphia	Total CIV:	0	Total # Accounts:	0
	Contracted CIV:	0	Total # Accounts Contracted:	0
		0.00%		0.00%
Buffalo	Total CIV:	0	Total # Accounts:	0
	Contracted CIV:	0	Total # Accounts Contracted:	0
		0.00%		0.00%
Pittsburgh	Total CIV:	0	Total # Accounts:	0
	Contracted CIV:	0	Total # Accounts Contracted:	0
		0.00%		0.00%
Cincinnati	Total CIV:	617	Total # Accounts:	2
	Contracted CIV:	617	Total # Accounts Contracted:	2
		100.00%		100.00%
NESA	Total CIV:	617	Total # Accounts:	2
	Contracted CIV:	617	Total # Accounts Contracted:	2
		100.00%		100.00%

0121 8815

5/31/96

nechcco

NESA CIV Analysis

Chain Status

Cigarette Outlet Chains - Paypoint D Players

Boston	Total CIV:	0	Total # Accounts:	0
	Contracted CIV:	#DIV/0!	Total # Accounts Contracted:	#DIV/0!
NY Metro	Total CIV:	0	Total # Accounts:	0
	Contracted CIV:	0	Total # Accounts Contracted:	0
		0.00%		0.00%
Philadelphia	Total CIV:	0	Total # Accounts:	0
	Contracted CIV:	0	Total # Accounts Contracted:	0
		0.00%		0.00%
Buffalo	Total CIV:	0	Total # Accounts:	0
	Contracted CIV:	0	Total # Accounts Contracted:	0
		0.00%		0.00%
Pittsburgh	Total CIV:	0	Total # Accounts:	0
	Contracted CIV:	0	Total # Accounts Contracted:	0
		0.00%		0.00%
Cincinnati	Total CIV:	0	Total # Accounts:	0
	Contracted CIV:	0	Total # Accounts Contracted:	0
		0.00%		0.00%
NESA	Total CIV:	0	Total # Accounts:	0
	Contracted CIV:	0	Total # Accounts Contracted:	0
		#DIV/0!		#DIV/0!

1121 85819

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